

2006 ICDB Compilation – Asia and Southeast Asia

Video Compilation (13 June 2006)

Duration: 48:57

1. 2006 ICDB PSA (English and International)
2. 2006 ICDB Endtag (English and International)
3. Celebrity PSAs for UNITE FOR CHILDREN. UNITE AGAINST AIDS campaign
 - a. Angelique Kidjo
 - b. Amitabh Bachchan
 - c. Shakira
 - d. Claudia Schiffer
 - e. Maxim Vengerov
 - f and g. NBA Cares HIV/AIDS (:30 and :60)
4. Youth Profile: Nakwan Leknork, Thailand (English and International)
5. Youth Profile: Raguwaran Kandhaswamy, India (English and International)
6. Papua New Guinea HIV Awareness (English and International)
7. Laos HIV/AIDS (English and International)
8. China Youth AIDS Ambassador (English and International)
9. Pakistan Strings (English and International)
10. India Life Skills (English and International)

Note to Broadcasters: This material is provided free of charge but please credit UNICEF on screen.

For further information about this tape and its contents, email: kcirillo@unicef.org

To download this script, to order this tape or other ICDB Compilations, please visit our website:
www.unicef.org/icdb

INTRODUCTION

The International Children's Day of Broadcasting (ICDB), celebrated on the second Sunday of every December, is a day when broadcasters around the world "Tune in to Kids". They air quality programming for and about children. But most of all, they allow children to be part of the programming process, to talk about their hopes and dreams and share information with their peers.

The Day is a joint initiative of UNICEF and the International Academy of Television Arts & Sciences. Every year, thousands of broadcasters in more than a hundred countries take part in the day, celebrating it in ways that are as unique and special as children themselves.

This compilation provides broadcasters with already cut pieces covering ICDB's 2006 theme - UNITE FOR CHILDREN. UNITE AGAINST AIDS – as well as split track pieces that allow you to lay new tracks or just use the footage for your own unique pieces.

1. 2006 ICDB PSA (English and International)

Date: 12 June 2006

TRT: 0:30

Producer: Karen Cirillo

Editor: John Mims

2. 2006 ICDB Endtag (English and International)

Date: 12 June 2006

TRT: :08

Producer: Karen Cirillo

Editor: John Mims

**3. Celebrity PSAs for UNITE FOR CHILDREN. UNITE AGAINST AIDS campaign
a. Angelique Kidjo – Missing Parents (Mixed and Split)**

English version

Date: 3 October 2005

TRT: 0:30

Producer: David Koch

Editor: John Mims

b. Amitabh Bachchan – Missing Protection (Mixed and Split)

English version

Date: 30 November 2005

TRT: 0:30

Producer: David Koch

Editor: John Mims

c. Shakira – Missing Education (Mixed and Split)

English version

Date: 17 April 2006

TRT: 0:30

Producer: David Koch

Editor: Patrick Flynn

d. Claudia Schiffer – Missing Education (Mixed and Split)

English version

Date: January 2006

TRT: 0:30

Producer: David Koch

Editor: John Mims

e. Maxim Vengerov - Missing Education (Mixed and Split)

English version

Date: 21 February 2006
TRT: 0:30
Producer: David Koch
Editor: John Mims

f. NBA Cares HIV/AIDS (Mixed)

English version
Date: 1 June 2006
TRT: 0:30
Producer: NBA Films

g. NBA Cares HIV/AIDS (Mixed)

English version
Date: 1 June 2006
TRT: 0:60
Producer: NBA Films

4. Youth Profile: Nakwan Leknork, Thailand (English and International)

Date: 21 October 2005
TRT: 1:52
Producer: Rachel Bonham-Carter
Shot 11 October 2005 in Chiangrai, Thailand

5. Youth Profile: Raguwaran Kandhaswamy, India (English version)

Date: 21 October 2005
TRT: 2:05
Producer: John Allison
Shot 9 October 2005 in Namakkal District, Tamil Nadu State, India

6. Papau New Guinea HIV Awareness (English and International)

Date: 19 December 2005
TRT: 1:53
Producer: Shantha Bloemen
Shot 6 October 2005 in Kainantu, Papua New Guinea

7. Laos HIV/AIDS (English and International)

Date: 3 February 2006
TRT: 2:49
Producer: Steve Nettleton
Shot 19 May 2005 in Vientiane, Laos

8. China Youth AIDS Ambassador (English and International)

Date: 12 April 2006
 TRT: 2:26
 Producer: Kun Li
 Shot 7-9 April 2006 in Beijing, China

9. Pakistan Strings (English and International)

Date: 11 October 2005
 TRT: 1:59
 Producer: Jane O'Brien
 Shot 27 September 2005 in Hazara, Pakistan

10. India Life Skills (English and International)

Date: 26 August 2005
 TRT: 1:39
 Producer: Rob McBride
 Shot 5-8 October 2005 in Isiolo, Kenya

TIMECODE	SHOTLIST
E	
01 00 00	2006 International Children's Day of Broadcasting PSA English version
01 00 50	2006 International Children's Day of Broadcasting PSA International version
01 01 40	2006 ICDB Endtag English version
01 02 10	2006 ICDB Endtag International version
01 02 40	Angelique Kidjo – Missing Parents English version Mixed Did you know a child is orphaned by aids every 15 seconds? Millions of children are growing up alone, missing their childhood, missing their mother, missing their father. AIDS is devastating families around the globe. Children are missing your support. Unite for Children. Unite against Aids.
01 03 30	Angelique Kidjo – Missing Parents English version Split Same text as above.
01 04 20	Amitabh Bachchan – Missing Protection English version Mixed Did you know a child is orphaned by aids every 15 seconds? Millions of children are growing up alone, missing their childhood, missing their mother, missing their father. AIDS is devastating families around the globe. Children are missing your support. Unite for Children. Unite against Aids.

01 05 10	Amitabh Bachchan – Missing Protection English version Split Same text as above.
01 06 00	Shakira – Missing Education English version Mixed Did you know knowledge is the key to stopping the spread of AIDS? Yet millions of children are missing an education. AIDS is one reason why. Missing their teachers whom have died of the disease; missing from class as they stay home to care for their dying mothers and fathers. Children are missing your support. Unite for Children. Unite against Aids.
01 06 50	Shakira – Missing Education English version Split Same text as above.
01 07 40	Claudia Schiffer – Missing Education English version Mixed Did you know knowledge is the key to stopping the spread of AIDS? Yet millions of children are missing an education. AIDS is one reason why. Missing their teachers whom have died of the disease; missing from class as they stay home to care for their dying mothers and fathers. Children are missing your support. Unite for Children. Unite against Aids.
01 08 30	Claudia Schiffer – Missing Education English version Split Same text as above.
01 09 20	Maxim Vengerov – Missing Education English version Mixed Did you know knowledge is the key to stopping the spread of AIDS? Yet millions of children are missing an education. AIDS is one reason why. Missing their teachers whom have died of the disease; missing from class as they stay home to care for their dying mothers and fathers. Children are missing your support. Unite for Children. Unite against Aids.
01 10 10	Maxim Vengerov – Missing Education English version Split Same text as above.
01 11 00	NBA Cares HIV/AIDS PSA English version 0:30

	<p>Mixed</p> <p>AIDS is devastating children and young people's lives around the world. Millions are missing parents, teachers, brothers and sisters. They need medicine, food, education, and protection. UNICEF works in over 150 countries to stop the spread of AIDS. We can create a better future. Take the step now. Visit unicefusa.org</p>
01 11 50	<p>NBA Cares HIV/AIDS PSA English version 0:60 Mixed</p> <p>Did you know children are dying because of AIDS? Did you know a child is orphaned every 15 seconds? AIDS is devastating children and young people's lives around the world. Millions are missing parents, teachers, brothers and sisters. Children are lacking the knowledge they need to keep themselves safe. They need your support. Basketball is just a game...this is real life, for millions of children. We can create a better future but we need your support. Unite for children, Unite against AIDS.</p>
01 13 10	<p>Youth Profile: Nakwan Leknork, Thailand English version</p> <p>Sawatdi kha. My name is Nah. I am 20 years old from Chiangrai in Thailand. My mother is HIV positive and my father passed away about five years ago. At that time I started to work with people living with HIV. We do activities with children affected by HIV/AIDS, poor children whose parents are working overseas or whose parents are separated. We try to help them forget about things so they don't think about it too much. We help them to become mature members of society and look after themselves. We have to make young people aware of the need to stop the spread of HIV and reduce promiscuity. Thai people are becoming more accepting. Society is becoming much more open. Stopping HIV starts with oneself. Everyone can help in lots of different ways. We have to work with other forces, including political and economic groups. We have to help each other. I can't stop it on my own.</p>
01 15 35	<p>Youth Profile: Nakwan Leknork, Thailand International version</p> <p>Same text as above.</p>
01 17 55	<p>Youth Profile: Raguwaran Kandhaswamy, India English version</p> <p>My name is Raguwaran I am 17 years old, I am from Namakkal, India. First my father had HIV. He was lorry driver and he had an extra-marital affair. He contracted HIV/AIDS and died. Two years later my mother was tested and found that she was HIV positive too. Because my parents were positive I wanted a test myself. I went to the clinic and was tested but diagnosed negative. I wanted to help other families like mine and that's when I involved myself</p>

	<p>with the Positive Living Centre as a volunteer.</p> <p>I work with youth groups and young people, raising awareness about HIV/AIDS. I go to their houses and teach them about HIV/AIDS.</p> <p>If a person is suffering from HIV/AIDS his family may not support him and he may be discriminated against in his own community. They become frightened of telling anyone and even going to be tested is difficult because they fear the results. If people were given the right counseling they might go.</p> <p>When I thought I might be positive I would come to this place and cry. This is my best friend. My friend was my only solace.</p> <p>The government should start focusing on spreading awareness in schools and colleges. There should be a government information booth that talks about HIV/AIDS. The government should provide treatment for people living with HIV and it should be done quickly.</p>
01 20 30	<p>Youth Profile: Raguwaran Kandhaswamy, India International version</p> <p>Same text as above.</p>
01 23 05	<p>Papau New Guinea HIV Awareness English version</p> <p>For many of the children at Kainutu Primary school in Papua New Guinea's remote Eastern Highlands, the arrival of a team of youth outreach volunteers is a welcome distraction from school work. But as the performance unfolds, it quickly becomes clear the message they bring is of life saving importance.</p> <p>The trained team of peer educators are part of a Save the Children and UNICEF HIV/AIDS awareness project that aims to convince young people, both in and out of schools, that AIDS is real and they must do more to protect themselves.</p> <p>Soundbite: Samson Pisin, Youth Outreach Officer, Save the Children "Really because when elderly people talk to young people about HIV AIDS they don't feel good accepting older people talking to younger people about AIDS. We feel that young people sharing their experiences by themselves it is a good way to reach out to young people and their peers. I think the drama is a good way of reaching out particularly to school children and out of school communities."</p> <p>The headmistress, who has worked at the school for more than 20 years, is grateful for the performance. With a school population of more than 1300 students ranging in age from eight to 18, and little formal life skills and AIDS education given in the classroom, the arrival of the youth outreach volunteers is welcome.</p> <p>Soundbite: Mrs Anigel, Headmistress at Kainantu Primary School "This afternoon really stressed a lot of how they should look after themselves and how they should prevent themselves and I really would say it was very worthwhile. And the young ones need to be reminded."</p> <p>Talking about sex in families and schools is a taboo in many families, schools and communities. But the lack of open discussion about relationships and sexuality combined by high levels of sexual violence means that HIV in Papua New Guinea is spreading quickly and women and girls are most at risk.</p> <p>With half the population under 18 experts agree the battle against AIDS will only succeed if linked to giving young people, especially girls, more opportunities and giving them the power to take more control of their future. Actively involving young people as peer educators is proving one way to do that.</p>

	This is Brian Hall reporting for UNICEF. For every child, advance humanity.
01 25 25	Papau New Guinea HIV Awareness International version Same text as above.
01 27 45	Laos HIV/AIDS English version It's time for a monthly check up for 11-year-old Aling. The news is good. Her treatment continues to hold back the HIV that has infected her since birth. But she hasn't always been this healthy. Both of her parents died of AIDS. She has lived with her grandmother for most of her life. Aling would frequently get very sick. But since she started taking anti-retro viral drugs, she has improved dramatically. "She doesn't clearly understand what she faces. She knows that before, she felt sick. And after she received treatment from the doctor, she felt better. That's all she knows." Aling attends a UNICEF-supported self-help group for people living with HIV and AIDS in the Lao capital, Vientiane. Groups like this provide not only medical aid, but also offer emotional support and empowerment. The prevalence of HIV and AIDS remains low in Laos, but the country's geographic location as a crossroads of southeast Asia leaves it vulnerable to a rapid spread of the illness. Increasing numbers of migrant workers and those in the sex trade are getting infected. Treatment options have been limited. In 2005, there was only one hospital distributing anti-retro viral drugs, located in the southern town of Savannakhet. "The biggest problem is access to treatment. There are only a few places in Laos where people can get access to treatment in Laos. They must travel long distances." UNICEF helps cover the costs of HIV-positive to travel to Savannakhet to collect their life-saving drugs. It also supports life-skills education for children in and out of school and peer education for rural young people who are likely to move to bigger towns or cross the border to seek work. For many, spiritual care is just as important as medical care. UNICEF supports an initiative by Buddhist monks to provide meditation and prayer sessions for those living with HIV and AIDS. These visits aim to help them deal with their fears and the social stigma of their condition. The monks also help fight misinformation about the disease in the community at large. "The Buddhist clergy in Laos is playing a very important role in communities through the temples, in providing information and knowledge about the problem of HIV and AIDS in their neighborhoods." With proper doses of clinical and emotional treatment, Aling and others suffering from HIV and AIDS can hope to beat back their illness and find greater acceptance in their communities. In Vientiane, Laos, this is Steve Nettleton reporting for UNICEF. For every child, advance humanity.
01 31 00	Laos HIV/AIDS International version Same text as above.
01 34 15	China Youth AIDS Ambassadors English version

	<p>The Chinese say that their Great Wall has witnessed every up and down in the nation’s thousands of years of history.</p> <p>Today, the most famous monument in the world welcomed the country’s first ever Youth Ambassadors on AIDS, witnessing their commitment to halting a global catastrophe that has claimed way too many lives.</p> <p>Soundbite (English), Christian Voumard, UNICEF Representative in China: “20 per cent of China’s population are young people, and this is also about 20 per cent of the world’s young population.”</p> <p>“If we are able to get them know the fact, to share them with friends, their families their communities, and to care about other young people and children, they will make a huge difference for the global campaign on Children and AIDS.”</p> <p>Elected by their peers, teachers and communities from all over China, the Youth Ambassadors have already shown their commitment through their own work on HIV/AIDS. Many of them have also been directly affected by the disease.</p> <p>14-year-old Xiao Dan and 17-year-old Juan Juan have long been advocates for HIV. Their mothers died from AIDS, and both have endured unimaginable discrimination ever since.</p> <p>Soundbite (Mandarin), Xiao Dan, 13, AIDS Youth Ambassador: “I am happy to be here today, after seeing so many people who support me and care for me. I no longer feel alone.”</p> <p>In the shadow of the Great Wall, some 50 newly appointed Youth Ambassadors took part in a pledge to “learn, share and care” about HIV/AIDS.</p> <p>Soundbite (Mandarin), Juan Juan, 17, AIDS Youth Ambassador: “When I took my pledge, I felt very excited and proud. I am going to know more about AIDS, first to protect myself, then spread what I know to others. I will also care for children affected by AIDS like me.”</p> <p>Today’s event marks a celebration and declaration that youth have become a major force for change. Soon the “Unite for Children, Unite against AIDS” global campaign will be launched in this most populous country, and it’s expected that more young people will be joining the fight against HIV/AIDS.</p>
01 37 10	<p>China Youth AIDS Ambassadors International version</p> <p>Same text as above.</p>
01 40 05	<p>Pakistan Strings English version</p> <p>Pakistani hit band Strings perform for children at a carpet weaving factory in Hazara. Many of the children working here have no home, are out of school and often without food or shelter. They are particularly vulnerable to HIV/AIDS which is a growing problem in Pakistan.</p> <p>Band members Faisal Kapadia and Bilal Maqsood are UNICEF goodwill ambassadors and a vital link to children and young people. Their fame and popularity enables them to open up conversations about HIV/AIDS that can educate and save lives.</p> <p>“Pakistan is a very conservative society. There’s a lot of stigma attached to it (HIV/AIDS). People don’t want to talk about it. We need to come out and talk about it,” says Bilal Magsood.</p> <p>At this boys high school the duo join UNICEF staff to tie symbolic blue strings around children’s wrists...</p> <p>“This string is for UNICEF for children and AIDS so it’s to remind us to treat all children who</p>

	<p>already have AIDS, to give them care and support and to treat them kindly, and also to help us to remember to protect ourselves and our families,” says Bettina Schunter, UNICEF HIV Project Officer.</p> <p>Peer education is crucial in reaching Pakistan’s 75 million children – particularly girls who often face discrimination. Again, the band is uniquely placed to help....</p> <p>“All the girls there were very informative about HIV and they were asking us questions and giving us answers,” says Faisal.</p> <p>“I think the reason for that is that they can relate to us,” adds Bilal. “They can relate to our music and the dialogue was very comfortable.”</p> <p>Cases of HIV in Pakistan are increasing. UNICEF and its partners are working to break through the silence and stigma to reach those most vulnerable</p>
01 42 35	<p>Pakistan Strings International version</p> <p>Same text as above.</p>
01 45 00	<p>India Life Skills English version</p> <p>Children at this school in Mumbai, getting not only an education, but a lesson that might save their lives. A life skills programme, through song and role playing, teaching among other things the dangers of HIV/AIDS.</p> <p>The message, it’s not simply a medical problem but a behavioural issue with the decisions they make, crucial. In a country where small percentages translate into vast numbers, India stands on the verge of an AIDS crisis. More than five million infected people, second only to South Africa and rising steadily.</p> <p>After more than ten years of successful awareness programmes in Indian schools, a review now to fine tune the message, with a UNICEF supported programme that will reach six million children in the coming year. For India’s children, making the right choices has never been more important, and this programme helping them do it.</p> <p>In Mumbai, India, this is Rob McBride reporting for UNICEF. For every child, advanced humanity.</p>
01 47 10	<p>India Life Skills International version</p> <p>Same text as above.</p>

Note to Broadcasters: This material is provided free of charge but please credit UNICEF on screen.